



# Expert Advice, Proven Results

**Amy Wallace**  
Regional Director, Northern Region-

Serving Carroll, Cecil and Harford  
County





- A non-profit management consulting program – small business formation, retention and expansion
- Part of a national organization established in 1980 that has assisted more than 3 million small businesses
- We stress client education, the SBTDC program is the federal government's largest and most successful management and technical assistance program for small businesses.
- Partnership with local business, governments and educational sectors to accomplish our goals.



- Number of Jobs Created/Retained- **664**
- Change in Sales **+\$4.85 M**
- Number of Capital Investments - **54**
- Dollar Value of Capital Investment - **\$1.73M**
- Number of Clients Counseled -**527**
- Number of Training Event Sessions **130**
- Number of Training Attendees **953**



## Less Whoppers, Bigger Payday

- **One-on-One Confidential Counseling**
  - **Steps to successfully start a business**
  - **Business plan critique and development**
  - **Market research**
  - **Strategic planning**
  - **Certification and contract procurement**
  - **Financial review**
  - **Loan packaging**
- **Conduct training specialized business topics**
- **Group Counseling**



- **Export Assistance Program**
- **PTAP- Procurement Technology & Assistance Program**
- **Retail & Restaurant Management Program**
- **Strategic Growth Consulting**
- **Technology Assistance Program (SBIR/STTR)**



- **SBA Loan Guarantee Programs**
- **MBE Certification**
- **DBED Programs**
- **State Agencies**
- **VA Programs**

# HOW WE WORK

## THREE COUNTIES



## Cecil Business First!



## ONE PURPOSE

SBTDC's purpose is to improve people's lives and the competitiveness of businesses through practical business knowledge.

# That Fatal Assumption

- If you understand the technical work of a business, you understand a business that does that technical work...
- The technical work of a business and a business that does that technical work are two totally different things!



Entrepreneur Manager Technician





# If You've Failed to Plan, You've Planned to Fail

- Vision
- Isolating your business from available resources
- To obtain capital from a commercial lender a business plan is needed for them to understand your business
- Would you rather rush or be right?